

# STEPHANIE CHENG

760-686-3208 | stephaniecheng614@gmail.com

## EDUCATION

Bachelor of Arts, Journalism, Public Relations  
Western Washington University

## PROFESSIONAL EXPERIENCE

### GEAR UP Site Manager

Washington State University Tri-Cities GEAR UP | July 2021 - Present

- Develop and execute One Vision Partnership GEAR UP federal grant, a college readiness and awareness program
- Create programming to increase college awareness and readiness
- Liason between WSU and Covington Middle School Site
- Organize all data and materials to ensure efficient audit process
- Recruit, hire and oversee academic specialist and tutors
- Budgetary oversight

### GEAR UP Academic Specialist

Washington State University Tri-Cities GEAR UP | March 2021 - July 2021

- Designed and implemented GEAR UP tutoring program at Covington Middle School
- Manage 3-4 tutors including scheduling, project management and general supervision
- Created multimedia pieces for teachers, staff, students and families
- Coordinated outreach for constituent engagement
- Trained teachers and staff on Cost Share - a data tracker essential for grant renewal

### Admissions and Recruitment Counselor

Western Washington University | August 2017 - June 2019

- Organized travel and recruited students in Washington state, Oregon, Hawai'i and New Mexico
- Resource for prospective and admitted students/families of marginalized identities
- Reviewer for admission and scholarships such as Compass 2 Campus, Multicultural Achievement Program
- Organized college access events for younger students - College Planning Day & 8th Grade Exploration Day
- Recruited and selected students for Distinguished Scholars Biology Program
- Developed strategies for multicultural outreach with the Ethnic Student Center and the LGBTQ+ director
- Consulted communications team regarding web and print materials
- Assisted in onboarding CRM Slate to the department
- General office duties

### Associated Students President

Western Washington University | June 2016 - June 2017

- Chief budget authority for all operations - \$2.7 million total budget
- Developed strategic plan for reorganization of entire structure
- Lobbied in Olympia, WA and Washington, D.C. on behalf of improving student funding
- Served on WWU Foundation Board, Alumni Board, Board of Trustees, and other committees
- Reorganized communications plan to include intentional and intensive multimedia coverage and outreach
- Partnered with other Washington public universities to craft and implement a lobbying plan

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## PROFESSIONAL EXPERIENCE

### Orientation Coordinator - Training and Development

Western Washington University | January 2014 - June 2016

- Redesigned marketing and recruitment plan including branding, campaign and outreach
- Implemented multicultural training for staff
- Assistant instructor for student affairs orientation course
- Assisted in redeveloping hiring practices and elements for a team of 20+ student orientation leaders
- Collaborated university wide to create an orientation program for first-year and transfer students
- General office and customer service duties

### Social Media Coordinator

Dakota Gallery | December 2016 - July 2017

- Managed Facebook, Instagram and other social media accounts for Dakota Gallery
- Worked with gallery and different artists to comprehensively cover the show for documentation and marketing
- Conducted live coverage of opening nights and fundraisers put on by the gallery

### Public Relations Consultant

Kulshan Crossfit | February 2017 - June 2017

- Created a recruitment and outreach campaign for Kulshan Crossfit
- Designed client specific materials and strategic plan to increase membership
- Photographed and filmed for campaign and general purposes

### Multimedia Intern

Western Washington University | August 2015 - June 2016

- Created @ourwestern - an Instagram account designed as a recruiting tool for prospective students
- Developed Students of Western campaign, highlighting stories of first generation college students
- Oversaw the transition of @ourwestern to different departments and students
- Coordinated social media campaigns coinciding with campus events for maximum outreach

## SKILLS

### Software and Programs

- Adobe Suite CC
- Microsoft Office Suite
- Wrike
- Slate
- Banner 9
- MacOS, Windows
- HTML/CSS
- Wordpress
- Squarespace
- Greenbits
- Springbig

### Languages

- Chinese - Mandarin
- Taiwanese/Hokkein

### Other

- Videography
- Photography
- Podcast
- 86 wpm